



## PROJECTS WE LOVE



*Project:* **Thon Hotel**  
*Country:* Norway  
*Architecture firm:* Sissel Berdal Haga/Olav Thon Group, Trond Ramsøskar AS  
*Collection:* Bolon Now Champagne, Ethnic Akka, Bolon By Missoni Optical Raspberry

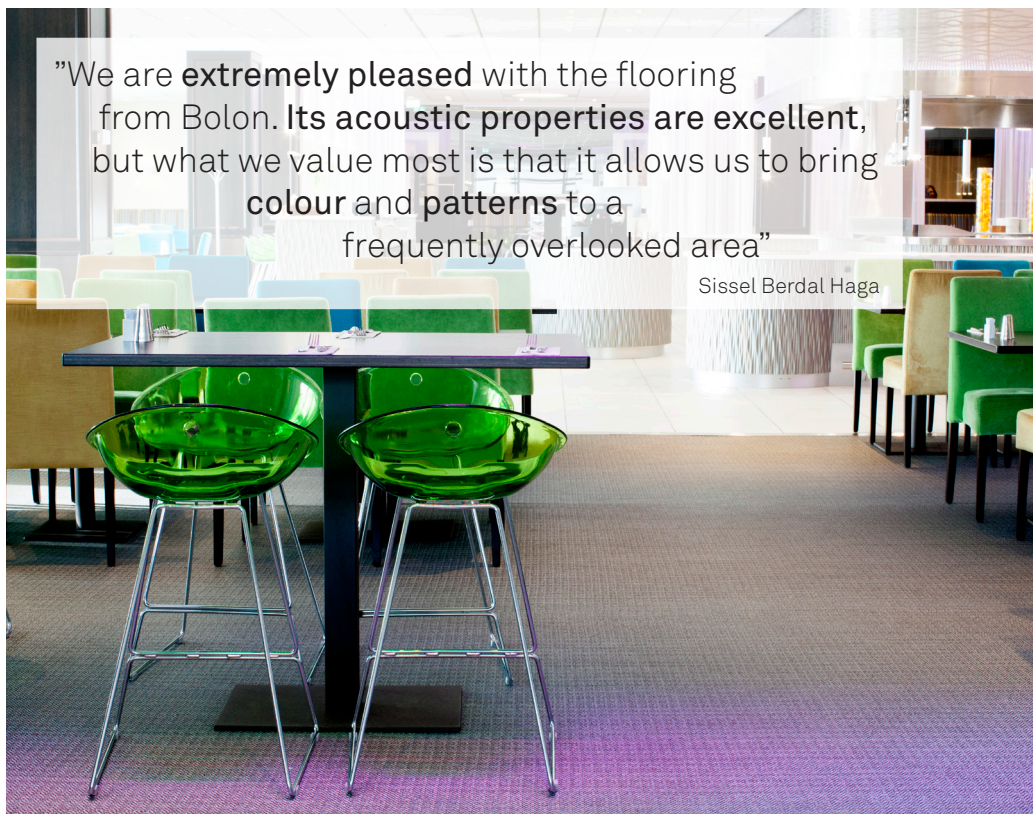
*Area:* 10 000 m<sup>2</sup>  
*Year:* 2013

### **BOLON BRINGS BLAZE OF COLOUR TO NORWEGIAN HOTEL CHAIN**

Thon Hotels is a Norwegian hotel chain comprising seventy or so properties in Sweden, Norway and Brussels. Its hotel interiors are always designed in a specific style to give each an individual character and guarantee a unique experience for visitors. Bolon's extensive collections with their abundance of colour, patterns and tactile textures have been the go-to flooring for many of the chain's hotels. No matter what style the Olav Thon Group design team has chosen, Bolon is geared to fulfilling their ideas, requirements and dreams. These days, Bolon is found harmoniously interacting with floral wallpaper and fake deer heads and mingling with EU bureaucrats.

Bolon Now Champagne, Ethnic Akka, Bolon By Missoni Optical Raspberry  
10 000 m<sup>2</sup>





#### Challenge:

Even though it is the traveller's temporary home, there is a tremendous difference between the homely setting and the public hotel environment. All surface materials get a lot of wear and tear with the constant stream of guests, and this places high demands on the floors that are installed. Although this is obviously an extremely important consideration for Thon Hotels, there is yet another criteria that a floor needs to meet before it is allowed into their hotels. Sissel Berdal Haga, a former judge and now Head of Design for the Olav Thon Group explains, "It has to be bright and colourful, expressing movement, energy and life. The visual impact requirements are exacting because the owners of Thon Hotels want to create a memorable stay for their guests".

#### Vision:

Thon Hotel EU is located close to the European Union's headquarters and the majority of the hotel's guests are politicians and bureaucrats on business trips. The idea of the design concept was to create a colourful and humorous contrast to the classic image of everyday business and bureaucracy. Sissel Berdal Haga and Trond Ramsøskar, an Oslo-based interior designer and Sissel's steadfast business partner, have created a setting that is anything but strict, formal and grey. The Olav Thon Group has decided that guests deserve something out of the ordinary and not a mundane, home-from-home experience. In this case, guests are greeted by lime, turquoise and orange - bright and energising colours that boldly stand out on what is an unusually discreet floor for these hotels, namely NOW Champagne.

#### Solution:

"We are extremely pleased with the flooring from Bolon. Its acoustic properties are excellent, but what we value most is that it allows us to bring colour and patterns to a frequently overlooked area," Sissel Berdal Haga explains. She recalls the reactions when Bolon by Missoni Optical Raspberry was first rolled out at Thon Hotel Munch in central Oslo. They were told "This is too much, it won't work!". But neither she nor Trond Ramsøskar allowed themselves to be swayed and their choice proved perfect when the hotel interior was completed. The pink floor is now a natural part of the dining room décor along with the rose-flower wallpaper. They guarantee an inspiring start to the day for the hotel's guests. "We often see strong colours and interesting patterns in combination with Bolon's bold floors," Sissel Berdal Haga concludes.